SYSTEM AND METHOD FOR AUTOMATED CUSTOMIZED
CONTENT DELIVERY FOR WEB SITES

ABSTRACT OF THE DISCLOSURE

A system and method for customizing commercial web content delivered to a user's web browser. The user's consumer demographic data and preferences are gathered

5   and stored in a database. These preferences are matched to one of a number of stored customer models. The model is then matched to one of a number of web content alternatives, and that web content is used to compose the web site downloaded to the customer's web browser.

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